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Cydolia unveils **WHITE PAPER** on 3D technology revolutionizing skincare claims

Paris, France, November 2024 – Cydolia, the leading innovator in 3D technology for the beauty industry, today announced the **release of a new white paper titled "Revolutionizing skincare claims with 3D technology."** The paper provides in-depth insights into how cutting-edge 3D evaluation techniques are transforming the way cosmetic products are tested, marketed and experienced by consumers.

As beauty brands continue to seek more efficient ways to substantiate product claims and captivate their audience, this white paper highlights the game-changing potential of 3D technology. With Cydolia, brands can now conduct **highly accurate simulations of cosmetic product effects, enabling faster clinical trials, improved marketing strategies, and enhanced consumer trust.**

Key insights from the White Paper include:

- The **role of 3D Digital Models** in boosting the accuracy of cosmetic product evaluations.
- How **advanced acquisition systems** can measure optic and metric skin characteristics in real-time.
- The benefits of **predictive simulations** for optimizing cosmetic product performance across different skin types and conditions.
- **Case studies** demonstrating the impact of 3D technology on reducing time-to-market and increasing consumer engagement.

"Cosmetic brands need innovative tools to not only test but also demonstrate the effectiveness of their products. Our white paper offers a clear roadmap for companies looking to enhance their product development and marketing efforts using 3D technology. We are excited to share these insights and help shape the future of beauty marketing."

Cédric Guiard, Cydolia's CEO

Cydolia's white paper is designed for marketing professionals, R&D teams, and decision-makers in the cosmetic and beauty sectors. The paper details the scientific and technical advances behind 3D simulations, while offering practical strategies for integrating these tools into current processes.

DOWNLOAD THE WHITE PAPER

About Cydolia

Founded in 2014 by Cédric Guiard, Cydolia is a pioneering technology company specializing in the 3D evaluation and simulation of cosmetic products. Leveraging innovative acquisition systems and digital modeling techniques, Cydolia enables beauty brands to deliver scientifically validated marketing claims and improve product performance with compelling precision.

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